

## ORDER



**Orders**  
**Order / Rev:** 348728  
**Alt Order #:** 06841071  
**Product Desc:** MITT ROMNEY  
**Estimate:** 324  
**Flight Dates:** 08/15/12 - 08/21/12  
**Original Date / Rev:** 08/13/12 / 08/13/12  
**Order Type:** GENERAL

## KTNV - Las Vegas

**Primary AE:** Anjanette Brady  
**Sales Office:** PPH  
**Sales Region:** NAT

**Agency Name:** American Rambler Productions  
**Buying Contact:**  
**Billing Contact:**  
 138 Conant Street  
 Beverly, MA 01915

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Romney/R/President  
**Demographic:** A35+  
**Product Codes:** PL Presidential  
**Priority:** P-05  
**Revenue Codes:** AGY-TRANS, POL CAND, CAND

**New Business Thru:**  
**Order Separation:** 00:10:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/21/12	163	\$63,725.00	\$54,166.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	163	\$63,725.00	\$54,166.25	0.00
<b>Totals</b>	<b>163</b>	<b>\$63,725.00</b>	<b>\$54,166.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjanette Brady			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
KTNV - Las Vegas	17%	\$63,725.00
Market	100%	\$374,852.94

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KELV	0%	\$0.00
KFBT	0%	\$0.00
KHDF	0%	\$0.00
KINC	0%	\$0.00
KLAS	45%	\$168,683.82
KLVX	0%	\$0.00
KMCC	0%	\$0.00
KSNV	23%	\$86,216.18
KTUD	0%	\$0.00
KVMY	2%	\$7,497.06
KVVU	12%	\$44,982.35
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	1%	\$3,748.53

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KTNV	08/15/12	08/17/12	M-F 6-7am Action News	CM	M-F 6-7a	-- WTF--	:30	6	\$400.00	P-05	0.00	NM	6	\$2,400.00

**KTNV - Las Vegas**

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Flight Dates: 08/15/12 - 08/21/12

Advertiser: Romney/R/President  
Product Desc: MITT ROMNEY  
Estimate: 324

KTNV - Las Vegas

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 13	KTNV	08/15/12	08/17/12	ABC Programming 1p-2p ABC Programming 1p-2p M-F	CM	M-F 1P-2P --WTF--	:30	3	\$300.00	P-05	0.00	NM	3	\$900.00
ONE LIFE TO LIVE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	--WTF--		3		\$300.00			0.00			
E 14	KTNV	08/20/12	08/21/12	ABC Programming 1p-2p ABC Programming 1p-2p M-F	CM	M-F 1P-2P MT-----	:30	4	\$300.00	P-05	0.00	NM	4	\$1,200.00
ONE LIFE TO LIVE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	MT-----		4		\$300.00			0.00			
15	KTNV	08/15/12	08/17/12	ABC Soaps 2-3p General Hospital	CM	M-F 2-3p --WTF--	:30	3	\$300.00	P-05	0.00	NM	3	\$900.00
GENRL HOSPITAL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	--WTF--		3		\$300.00			0.00			
16	KTNV	08/20/12	08/21/12	ABC Soaps 2-3p General Hospital	CM	M-F 2-3p MT-----	:30	2	\$300.00	P-05	0.00	NM	2	\$600.00
GENRL HOSPITAL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	MT-----		2		\$300.00			0.00			
E 17	KTNV	08/15/12	08/17/12	3p Millionaire 3p Millionaire	CM	M-F 3P-330P --WTF--	:30	3	\$300.00	P-05	0.00	NM	3	\$900.00
AMRICAS COURT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	--WTF--		3		\$300.00			0.00			
E 18	KTNV	08/20/12	08/21/12	3p Millionaire 3p Millionaire	CM	M-F 3P-330P MT-----	:30	4	\$300.00	P-05	0.00	NM	4	\$1,200.00
AMRICAS COURT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	MT-----		4		\$300.00			0.00			
19	KTNV	08/15/12	08/17/12	330PM ACTION NEWS 330pm Action News	CM	M-F 330PM-4P --WTF--	:30	3	\$225.00	P-05	0.00	NM	3	\$675.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	--WTF--		3		\$225.00			0.00			
20	KTNV	08/20/12	08/21/12	330PM ACTION NEWS 330pm Action News	CM	M-F 330PM-4P MT-----	:30	4	\$225.00	P-05	0.00	NM	4	\$900.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	MT-----		4		\$225.00			0.00			
E 21	KTNV	08/15/12	08/17/12	Judge Judy 4p-5p Judge Judy 4p-5p	CM	M-F 4P-5P --WTF--	:30	3	\$250.00	P-05	0.00	NM	3	\$750.00
JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	--WTF--		3		\$250.00			0.00			
E 22	KTNV	08/20/12	08/21/12	Judge Judy 4p-5p Judge Judy 4p-5p	CM	M-F 4P-5P MT-----	:30	4	\$250.00	P-05	0.00	NM	4	\$1,000.00
JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	MT-----		4		\$250.00			0.00			
23	KTNV	08/15/12	08/17/12	M-F 5-5:30p Action News @ 5p	CM	M-F 5-5:30p --WTF--	:30	6	\$350.00	P-05	0.00	NM	6	\$2,100.00
NEWS AT 5P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	--WTF--		6		\$350.00			0.00			
24	KTNV	08/20/12	08/21/12	M-F 5-5:30p Action News @ 5p	CM	M-F 5-5:30p MT-----	:30	4	\$350.00	P-05	0.00	NM	4	\$1,400.00
NEWS AT 5P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	MT-----		4		\$350.00			0.00			
25	KTNV	08/20/12	08/21/12		CM	M-F 6-7p MT-----	:30	4	\$500.00	P-05	0.00	NM	4	\$2,000.00

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KTNV - Las Vegas

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 6-7p Action News NEWS AT 6P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 MT----- 4 \$500.00 0.00														
26	KTNV	08/15/12	08/17/12	M-F 6-7p Action News	CM	M-F 6-7p -- WTF--	:30	6	\$500.00	P-05	0.00	NM	6	\$3,000.00
NEWS AT 6P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -- WTF-- 6 \$500.00 0.00														
E 27	KTNV	08/15/12	08/17/12	7p-730p M-F 7p Access Hollywood	CM	7p-730p -- WTF--	:30	6	\$350.00	P-05	0.00	NM	6	\$2,100.00
ACCESS HOLLYWOOD <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -- WTF-- 6 \$350.00 0.00														
E 28	KTNV	08/20/12	08/21/12	7p-730p M-F 7p Access Hollywood	CM	7p-730p MT-----	:30	2	\$350.00	P-05	0.00	NM	2	\$700.00
ACCESS HOLLYWOOD <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 MT----- 2 \$350.00 0.00														
29	KTNV	08/15/12	08/17/12	M-F 7:30-8p Millionaire	CM	M-F 730-8p -- WTF--	:30	3	\$350.00	P-05	0.00	NM	3	\$1,050.00
MILLIONAIRE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -- WTF-- 3 \$350.00 0.00														
30	KTNV	08/20/12	08/21/12	M-F 7:30-8p Millionaire	CM	M-F 730-8p MT-----	:30	2	\$350.00	P-05	0.00	NM	2	\$700.00
MILLIONAIRE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 MT----- 2 \$350.00 0.00														
31	KTNV	08/15/12	08/17/12	M-F 11-11:35p Action News	CM	M-F 11-11:35p -- WTF-- (11:00 PM-11:30 PM)	:30	6	\$750.00	P-05	0.00	NM	6	\$4,500.00
NEWS AT 11P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -- WTF-- 6 \$750.00 0.00														
32	KTNV	08/20/12	08/21/12	M-F 11-11:35p Action News	CM	M-F 11-11:35p MT----- (11:00 PM-11:30 PM)	:30	4	\$750.00	P-05	0.00	NM	4	\$3,000.00
NEWS AT 11P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 MT----- 4 \$750.00 0.00														
33	KTNV	08/15/12	08/17/12	M-F 11:35-12:05a Nightline	CM	M-F 11:35-12:05a -- WTF--	:30	3	\$400.00	P-05	0.00	NM	3	\$1,200.00
NITELINE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -- WTF-- 3 \$400.00 0.00														
34	KTNV	08/20/12	08/20/12	M-F 11:35-12:05a Nightline	CM	M-F 11:35-12:05a M----- (11:30 PM-12:00 XM)	:30	2	\$400.00	P-05	0.00	NM	2	\$800.00
NITELINE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 M----- 2 \$400.00 0.00														
35	KTNV	08/21/12	08/21/12	M-F 11:35-12:05a Nightline	CM	M-F 11:35-12:05a -T-----	:30	1	\$400.00	P-05	0.00	NM	1	\$400.00
NITELINE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -T----- 1 \$400.00 0.00														
36	KTNV	08/20/12	08/21/12	M-F 11:35-12:05a Nightline	CM	M-F 11:35-12:05a MT----- (11:30 PM-12:00 XM)	:30	2	\$400.00	P-05	0.00	NM	2	\$800.00
NITELINE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 MT----- 2 \$400.00 0.00														
37	KTNV	08/15/12	08/17/12		CM	M-F 11:35-12:05a -- WTF--	:30	3	\$400.00	P-05	0.00	NM	3	\$1,200.00

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KTNV - Las Vegas

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 11:35-12:05a Nightline														
NITELINE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	--WTF--				3	\$400.00		0.00			
E 38	KTNV	08/17/12	08/17/12	Fri ABC Prime Other	CM	20/20 (10:00 PM-11:00 PM)	:30	1	\$3,000.00	P-05	0.00	NM	1	\$3,000.00
20/20														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	----F--				1	\$3,000.00		0.00			
39	KTNV	08/18/12	08/18/12	Sat 6a Sat 6a-7a	CM	Sat 6a-7a	:30	1	\$350.00	P-05	0.00	NM	1	\$350.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-----S-				1	\$350.00		0.00			
40	KTNV	08/18/12	08/18/12	Sat 7a GMA Sat 7a-8a GMA	CM	Sat 7a-8a GMA	:30	2	\$350.00	P-05	0.00	NM	2	\$700.00
GD MRN SAT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-----S-				2	\$350.00		0.00			
41	KTNV	08/18/12	08/18/12	Sat 8a Sat 8a-9a	CM	Sat 8a-9a	:30	1	\$350.00	P-05	0.00	NM	1	\$350.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-----S-				1	\$350.00		0.00			
42	KTNV	08/18/12	08/18/12	Sat 6-6:30p Action News	CM	Sat 6-6:30p	:30	1	\$350.00	P-05	0.00	NM	1	\$350.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-----S-				1	\$350.00		0.00			
43	KTNV	08/18/12	08/18/12	Sat 11-11:35 Action News	CM	Sat 11-11:35p (11:00 PM-11:30 PM)	:30	1	\$650.00	P-05	0.00	NM	1	\$650.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-----S-				1	\$650.00		0.00			
44	KTNV	08/18/12	08/18/12	Sat 5a News Sat 5a-6a News	CM	Sat 5a-6a News	:30	2	\$150.00	P-05	0.00	NM	2	\$300.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-----S-				2	\$150.00		0.00			
45	KTNV	08/19/12	08/19/12	Sun 6a Sun 6a-7a	CM	Sun 6a-7a	:30	2	\$350.00	P-05	0.00	NM	2	\$700.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-----S				2	\$350.00		0.00			
46	KTNV	08/19/12	08/19/12	Sun 7a GMA Sun 7a-8a GMA	CM	Sun 7a-8a GMA	:30	2	\$350.00	P-05	0.00	NM	2	\$700.00
GD MRN SUN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-----S				2	\$350.00		0.00			
47	KTNV	08/19/12	08/19/12	Sun 8a Sun 8a-9a	CM	Sun 8a-9a	:30	2	\$350.00	P-05	0.00	NM	2	\$700.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-----S				2	\$350.00		0.00			
48	KTNV	08/19/12	08/19/12	This Week This Week	CM	Sat-Sun 9a-7p	:30	1	\$400.00	P-05	0.00	NM	1	\$400.00
THIS WEEK														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-----S				1	\$400.00		0.00			
49	KTNV	08/19/12	08/19/12		CM	Sun 6-7p	:30	2	\$350.00	P-05	0.00	NM	2	\$700.00

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				Sun 6-7p Action News		(6:00 PM-6:30 PM)								
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S				2	\$350.00		0.00			
50	KTNV	08/19/12	08/19/12	Sun ABC Prime A Sun ABC Prime A	CM	Sun 7-8p -----S	:30	1	\$1,500.00	P-05	0.00	NM	1	\$1,500.00
AMR-VIDEOS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S				1	\$1,500.00		0.00			
51	KTNV	08/19/12	08/19/12	Sun 11-11:35p Action News	CM	Sun 11-11:35p -----S (11:00 PM-11:30 PM)	:30	1	\$850.00	P-05	0.00	NM	1	\$850.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S				1	\$850.00		0.00			
52	KTNV	08/19/12	08/19/12	Sun 5a News Sun 5a-6a News	CM	Sun 5a-6a News -----S	:30	2	\$150.00	P-05	0.00	NM	2	\$300.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S				2	\$150.00		0.00			
												Totals	163	\$63,725.00